

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) In a server included in a network that also includes a client associated with specified attributes, a method of using a decision engine to create a document for use by the client, the document being customized according to the specified attributes associated with the client, the method comprising the acts of:

receiving a request for a document at a server application, the server application being configured to generate the document from a script, the request including at least a client identifier;

the server application generating and sending a corresponding request to a decision engine, which is separate from the server application, to select content for the document ~~based on at least one attribute of the client, which the decision engine has access to,~~ wherein the corresponding request includes at least an indication of the client identifier sent from the server application to the decision engine and specifies that the decision engine is to identify appropriate customized content for a particular the client based on client configuration on whatever decision criteria are available to the decision engine, and such that the request is sent without specifying either the at least one attribute of the client or how the selection of content is to be made;

wherein the decision engine, upon receiving the corresponding request;

utilizes the at least an indication of the client identifier to accesses the at least one other attribute of the client from an attribute provider, the at least one other attribute representing an aspect of the client's configuration, the attribute provider being separate from the decision engine and the server application such that attributes can be added at the attribute provider without having to modify computer-executable instructions of the decision engine or the server application;
and

applies available decision criteria to ~~uses the~~ accessed at least one other attribute ~~of the client~~ to select customized content, from a plurality of available content, that the decision engine determines to be appropriate for the client ~~from a plurality of available content~~; and

~~wherein the decision engine~~ sends identification of the selected customized content to the server application;

the server application receiving from the decision engine the identification of the customized content that has been selected by the decision engine;

the server application creating the document and incorporating into the document the customized content that has been selected by the decision engine, the customized content being appropriate for presentation at the client based on the configuration of the client represented in the at least one other client attribute accessed from the attribute provider; and

transmitting the document to the client.

2. (Currently Amended) A method as recited in claim 1, wherein the act of receiving the identification of the customized content comprises the act of receiving a first script that, when executed by the server application, results in the customized content being incorporated into the document.

3. (Currently Amended) A method as recited in claim 2, wherein the act of receiving a first script further comprises:

~~the an act of assembling the script at runtime by~~ receiving a first script that includes a reference to a second ~~concatenating said script; and~~

the method further comprising:

an act of concatenating the first script and said additional the second script by inserting the second script into the first script to replace the reference to the second script, prior to executing the first script to incorporate the customized content into the document.

4. (Currently Amended) A method as recited in claim 42, further comprising wherein:

the act of the server application processing code associated with the first script is performed by operating at the server to incorporate the customized content into the document.

5. (Currently Amended) A method as recited in claim 41, wherein requesting the decision engine to select customized content for the document ~~based on attributes of the client~~ is further conducted without the server application communicating ~~to the~~ any decision engine criteria ~~by which to~~ the decision engine is to select the content.

6. (Original) A method as recited in claim 1, wherein the document is a Web page.

7. (Previously presented) A method as recited in claim 6, wherein the customized content comprises at least one of text and an image.

8. (Previously presented) A method as recited in claim 6, wherein the customized content comprises formatting content.

9. (Currently Amended) In a server included in a network that also includes a client associated with specified attributes, a method of creating a document for use by the client, the document being customized according to the specified attributes associated with the client, the method comprising the acts of:

receiving a request for a document at a server application, the server application being configured to generate the document from a script, the request including at least a client identifier;

assembling a the script at a the server application, the script including instructions for creating a document, wherein assembling the script includes:

only—upon processing a first portion of a script associated with the document and identifying a reference to a second portion of script within the first portion of script, issuing to a decision engine, that is separate from the server application, another request for the decision engine to select a the second portion of the script, wherein the request sent from the server application to the decision engine includes at least an indication of the client identifier and specifies that the decision engine is to identify the second portion of the script based on client configuration on whatever decision criteria are available to the decision engine, and that is determined to be appropriate for a particular client;

wherein the decision engine, upon receiving the other request:

utilizes the at least an indication of the client identifier to identify at least one other client attribute of the client from an attribute provider, the at least one other attribute representing an aspect of the client's configuration, the attribute provider being separate from the decision engine and the server application such that attributes can be added at the attribute provider without having to modify computer-executable instructions of the decision engine or the server application;

selects the second portion of the script based on the at least one other identified client attribute that is identified by the decision engine in

accordance with decision criteria available to the decision engine; and that
is not included with the request or script and

~~wherein the decision engine~~ sends the second portion of the script
to the server application; and

the server application receiving from the decision engine the requested
second portion of the script; and

the server application concatenating the first portion of the script and the
second portion of the script by inserting the second portion of script into the first
script portion of script to replace the reference to the second portion of script,
prior to executing the first portion of script to incorporate customized content into
the document; and

executing the first portion of the script and the second portion of the script so as to
~~create the~~ incorporate customized content into the document, the customized content
being appropriate for presentation at the client based on the configuration of the client
represented in the at least one other client attribute accessed from the attribute provider.

10. (Currently Amended) A method as recited in claim 9, wherein the act of
executing the first portion of the script and the second portion of the script so as to incorporate
customized content into ~~create the~~ document further comprises the act of continuing to receive
nested portions of script from the decision engine, including:

upon processing the second portion of the script, issuing to the decision engine a
further request for the decision engine to select a third portion of the script based on the
at least one other identified of the specified client attributes without the script identifying
said at least one other identified specified client attribute; and

receiving from the decision engine the requested third portion of the script and
concatenating the third portion of the script and the second portion of the script and the
first portion of the script.

11. (Cancelled).

12. (Currently Amended) A method as recited in claim 9, ~~further comprising~~ wherein the act of receiving a request including at least a client identifier comprises an act of receiving a request from the client for the document.

13. (Original) A method as recited in claim 12, further comprising the act of transmitting the created document to the client.

14. (Currently Amended) A method as recited in claim 9, further comprising the act of the decision engine selecting the second portion of the script, including:

identifying, independently of a server application that executes the script, the available decision criteria that are to be used by the decision engine to select the second portion; and

identifying, independently of the server application, the at least one other client attribute ~~of the client~~ that is to be used by the decision engine to select the second portion.

15. (Currently Amended) A method as recited in claim 14, wherein the act of the decision engine selecting the second portion of the script further includes applying the available decision criteria to the at least one other identified client attribute to select said second portion of script from among a plurality of portions of script.

16. – 26. (Cancelled)

27. (Currently Amended) A computer program product for implementing, in a server included in a network that also includes a client associated with specified attributes, a method of creating a document for use by the client, the document being customized according to the specified attributes associated with the client, the computer program product comprising:

a computer-readable medium carrying computer-executable instructions for performing the method, the method comprising the acts of:

receiving a request for a document at a server application, the server application being configured to generate the document from a script, the request including at least a client identifier;

assembling ~~a~~the script at ~~a~~the server application, the script including instructions for creating a document, wherein assembling the script includes:

~~only~~upon processing a first portion of a script associated with the document, issuing to a decision engine, that is separate from the server application, another request for the decision engine to select a second portion of the script, wherein the request sent from the server application to the decision engine includes at least an indication of the client identifier and specifies that the decision engine is to identify the second portion of the script based on client configuration~~on whatever decision criteria are available to the decision engine, and that is determined to be appropriate for a particular client;~~

wherein the decision engine, upon receiving the other request:

utilizes the at least an indication of the client identifier to identify at least one other client attribute of the client from an attribute provider, the at least one other attribute representing an aspect of the client's configuration, the attribute provider being separate from the decision engine and the server application such that attributes can be added at the attribute provider without having to modify computer-executable instructions of the decision engine or the server application;

selects the second portion of the script based on the at least one other identified client attribute ~~that is identified by the decision engine~~ in accordance with decision criteria available to the decision engine; and ~~that is not included with the request or script~~ and

~~wherein the decision engine~~ sends the second portion of the script to the server application; and

the server application receiving from the decision engine the requested second portion of the script; ~~and~~

the server application concatenating the first portion of the script and the second portion of the script by inserting the second portion of script into the first script portion of script to replace the reference to the second portion of script, prior to executing the first portion of script to incorporate customized content into the document; and

executing the first portion of the script and the second portion of the script so as to create the incorporate customized content into the document, the customized content being appropriate for presentation at the client based on the configuration of the client represented in the at least one other client attribute accessed from the attribute provider.

28. (Currently Amended) A computer program product as recited in claim 27, wherein the act of assembling the script further comprises the act of continuing to receive nested portions of script from the decision engine, including:

upon processing code included in the second portion of the script, issuing to the decision engine a further request for the decision engine to select a third portion of the script based on the at least one ~~of the specified~~ other identified client attributes without the script identifying said at least one ~~specified other identified client~~ attribute; and

receiving from the decision engine the requested third portion of the script and concatenating the third portion of the script and the second portion of the script and the first portion of the script.

29. (Cancelled).

30. (Currently Amended) A computer program product as recited in claim 27, wherein ~~the method further comprises~~ the act of receiving a request including at least a client identifier comprises an act of receiving a request from the client for the document.

31. (Original) A computer program product as recited in claim 30, wherein the method further comprises the act of transmitting the created document to the client.

32. (Currently Amended) A computer program product as recited in claim 27, wherein the method further comprises the act of the decision engine selecting the second portion of the script, including:

identifying, independently of a server application that executes the script, the available decision criteria that are to be used by the decision engine to select the second portion; and

identifying, independently of the server application, the at least one attribute of the client that is to be used by the decision engine to select the second portion.

33. (Currently Amended) A computer program product as recited in claim 32, wherein the act of the decision engine selecting the second portion of the script further includes applying the available decision criteria to the at least one other identified client attribute to select said second portion of script from among a plurality of portions of script.

34. (Previously Presented) A method as recited in claim 1, wherein the decision engine includes decision criteria for identifying the content and wherein the server application is configured without the decision criteria that are used to identify the content.

35. (Currently Amended) A method as recited in claim 1, wherein changes can be made to the decision criteria without altering code of the server application.

36. (New) A method as recited in claim 1, wherein receiving a request for a document at a server application comprises receiving a request that includes a URI.

37. (New) A method as recited in claim 1, wherein utilizing the at least an indication of the client identifier to access at least one other attribute of the client from an attribute provider comprises utilizing the at least an indication of the client identifier to access at least one other attribute of the client, the at least one other attribute of the client selected from among a user language, a country, an age, a level of subscription, a type of display device, and a group affinity.

38. (New) A method as recited in claim 1, wherein utilizing the at least an indication of the client identifier to access at least one other attribute of the client from an attribute provider comprises utilizing the at least an indication of the client identifier to access at least one other attribute of the client from a database of information specifying the values of client attributes.